Course Specification

Course Summary Information			
1	**Course Title**	BA (Hons) Event, Venue and Experience Management	
2	**BCU Course Code**	**UCAS Code**	
	US0882		N820
3	**Awarding Institution**	Birmingham City University	
4	**Teaching Institution(s)** (if different from point 3)		
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)		

6	**Course Description**
	Want to study event management in Birmingham? Our BA (Hons) Event, Venue and Experience Management degree allows you to take a year-long placement in industry.
	Over the past decade there has been a surge of careers in the global leisure sector that require best-in-class event, venue and guest experience managers.
	This innovative and on-trend course will give you the skills, experience and insights to develop a career in the growing area of event management.
	What's covered in the course? Combining theory and practical application the course will draw heavily from practicing event, venue and experience leaders to cover multiple aspects such as marketing, project management, design, operations, analytics, digitization, experiential and client management.
	Building upon the insights and close business connections that Birmingham City Business School has made through its Academy of Multi-Unit Leadership (with over 600 graduate managers from industry-leading event and leisure organisations) this undergraduate course will provide the academic expertise and contacts to help you develop an exciting professional future. President of Genting UK, Paul Willcock, describes the course as 'an exciting and innovative degree that provides exceptionally strong pathways into our industry'.

7	**Course Awards**		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Arts with Honours Event, Venue and Experience Management	6	360
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Event, Venue and Experience Management	4	120
	Diploma of Higher Education Event, Venue and Experience Management	5	240
	Bachelor of Arts Event, Venue and Experience Management	6	300

8	**Derogation from the University Regulations**
	Not applicable

9	**Delivery Patterns**			
Mode(s) of Study		**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full Time		City Centre	3 years	US0882
Sandwich		City Centre	4 years	US0882S

* If you study this course part-time, you will study modules alongside full-time students in daytime hours (not evenings or weekends). The duration of the course will depend on how many modules you take per year, and will be agreed before you commence your studies. To qualify as a PT student you cannot undertake more than 90 credits in any one year.

10	**Entry Requirements**
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/, or may be found by searching for the course entry profile located on the UCAS website.

11	**Course Learning Outcomes**
	On successful completion of BA (Hons) Event, Venue and Experience Management you will have:
1	A critical understanding of key theories, concepts and methods in relation to Event, Venue and Experience (EVE) Management.
2	An appreciation of contemporary and historical schools of relevant theory, and of the differing methods of analysis that have been, and are, used by EVE managers.
3	A broad view of events, venues and experiences informed by a wide range of learning sources, based on a proactive and independent approach to learning.
4	A capacity to develop and apply your own perspective of event, venue and experience management, to embrace complexity and uncertainty and to offer alternative solutions to a range of contextual situations.
5	An ability to articulate, communicate and present event, venue and experience concepts to both specialist and non-specialist audiences.

BCU Course Specification US0882 BA (Hons) Event, Venue and Experience Management V1.03 20/06/19

12	**Course Requirements**

12a	**Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MAN4016	Introduction to Event and Experience Management	20
MAN4017	Managing Teams in the Events Industry	20
MKT4015	Marketing Foundations	20
MAN4018	Introduction to Venue Management	20
MAN4019	Building your Brand	20
FIN4007	Finance for Managers	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
MAN5065	Event Technologies and Digital Innovation	20
MAN5064	Personal Development as an EVE Manager	20
MAN5057	Contemporary Management Issues	20
MAN5062	Live Event Experiences	20
MAN5063	Methods in Event Research and Project Management	20
MAN5066	Venue Design and Supply Chain Management	20

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
BUS6059	Integrated Business Research Project	40
MAN6053	Managing Emotions in the Event Industry	20
MAN6038	The Global Manager	20
MAN6049	CSR and Safety in the Events Industry	20

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
MAN6050	Experiential Customer Marketing	20
MAN6052	Operational and Process Improvement in Events	20
MAN6051	Legal Contracts and Event Bidding	20

BCU Course Specification US0882 BA (Hons) Event, Venue and Experience Management V1.03 20/06/19

12b Structure Diagram

Please note list of optional modules is indicative only as modules will only run if selected by 15 or more students. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Full Time Course Structure

4		Level 4 Induction – 2 weeks		
	S1	Introduction to Event and Experience Management	Managing Teams in the Events Industry	Marketing Foundations
	S2	Introduction to Venue Management	Building your Brand	Finance for Managers
5		Level 5 Transition Programme – 2 weeks		
	S1	Event Technologies and Digital Innovation	Personal Development as an EVE Manager	Contemporary Management Issues
		Optional International Exchange		
	S2	Live Event Experiences	Methods in Event Research and Project	Venue Design and Supply Chain Management
		Optional International Exchange		
		Work Placement		
6		Level 6 Transition Programme - 2 weeks		
	S1	Integrative Business Research Project	Managing Emotions in the Event Industry	OPTION
	S2		The Global Manager	CSR and Safety in the Events Industry

Level 6 Options
- Experiential Customer Marketing
- Operational and Process Improvement in Events
- Legal Contracts and Bidding in Events

Part Time Course Structure

Year 1	Semester 1	L4 Introduction to Event and Experience Management (20 credits)	
	Semester 2	L4 Introduction to Venue Management (20 credits)	L4 Finance for Managers (20 credits)
Year 2	Semester 1	L4 Managing Teams in the Events Industry (20 credits)	L4 Marketing Foundations (20 credits)
	Semester 2	L4 Building your Brand (20 Credits)	L5 Venue Design and Supply Chain Management (20 credits)
Year 3	Semester 1	L5 Personal Development as an EVE Manager (20 credits)	L5 Event Technologies and Digital Innovation (20 credits)
	Semester 2	L5 Live Event Experiences (20 credits)	L5 Methods in Event Research and Project (20 credits)
Year 4	Semester 1	L5 Contemporary Management Issues (20 credits)	L6 Managing Emotions in the Event Industry (20 credits)
	Semester 2	L6 CSR and Safety in the Events Industry (20 credits)	L6 The Global Manager (20 credits)
Year 5	Semester 1	L6 Integrative Business Research Project (40 credits)	L6 Option (20 credits)
	Semester 2	L6 Integrative Business Research Project (40 credits)	

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	204
Private Study	768
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	16%
In-Person	34%

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	240
Private Study	744
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	54%
Exam	0
In-Person	46%

Level 6

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	216
Directed Learning	288
Private Study	696
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	50%
Exam	50%
In-Person	0